



# Yasmine Bale

## Public Affairs Manager

Experienced professional with 8 years of proven track record in shaping new regulations in Mobility, Telecommunication, Tech and Sharing Economy. With a 360° approach based on communication, policy and regulatory tools, I have gained significant experience in local authorities, public administration, corporate communications, campaigning and community organizing. Eager to make a positive social impact.

- [LinkedIn Profile](#)

- [REDACTED]
- Milan or Rome

## Languages

**Italian:** native

**English:** advanced

**Spanish:** fluent

**German:** school-level

## Work Experience

### Host City Relations Manager

Fondazione Milano Cortina 2026

March 2024 - ongoing

- Manage national and local institutional relations, acting as key liaison between the Organising Committee and authorities on all transport matters
- Lead territorial working groups and guide technical activities in public transport, traffic management, and mobility measures
- Steer and validate transport communication plans for residents, businesses and spectators
- Coordinate cross-functional alignment within the Organising Committee to support the Olympic Transport Plan

### Sr. Government Relations Manager

Bird Italy (*sharing mobility*)

February 2022 to October 2023

- Lead GR and PR activities for Italy, both at the national and local level
- Shaped and won competitive tenders in main cities (Rome, Turin, Palermo)
- Build and maintain positive stakeholder relations in +20 cities
- Create strategic partnerships at local and regional levels
- Manage events, public interventions and media relations

### Institutional Relations Professional

Fastweb (*telecommunications*)

January 2018 to March 2022

- Co-define and manage the company's local government strategy
- Facilitate high-level meetings between Fastweb and key stakeholders, including senior government officials, regulators and industry association
- Manage local sponsorships and events
- Frame city's regulation on 5G and manage local consensus

### Elected City Councillor

June 2016 - now (+7 years)

Councillor in Rho, (+50.000 people). Chair of the Social Affairs Committee; I also work on youth and gender policies, culture, innovation, environment and inclusion.

## Education



### Master's Degree in Public Policy Administration

Università degli Studi di Milano (2018-2022), Cum Laude

### Bachelor Degree in International Science and European Law

Università degli Studi di Milano (2014-2017)